Amendments to the Specification:

Please amend the title as follows:

"INFORMATION DISTRIBUTION SYSTEMS AND METHODS, PROGRAMS REALIZING ~~THE~~ THESE METHODS, AND INFORMATION ~~MEDIUM~~ MEDIA CONCERNING THE PROGRAMS"

Please amend the paragraph on page 23, line 18 through page 24, line 3, beginning, "The present invention (18) is the information distribution..." as follows:

The present invention (~~18~~17) is the information distribution system of any one of (14) to (18), wherein

the advertisement distribution condition database further stores a category classification for each advertisement, the system further comprising

a means for minimum unit category classification, which finely divides the category classification of all of the advertisements desired to be distributed during the time period into classifiable minimum categories, and wherein

the increase or decrease specifications stored in the advertisement distribution condition database are assigned to the corresponding minimum unit categories and stored again.

Please amend the paragraph on page 72, line 32 through page 73, line 6, beginning, "2. Opening and overage amount calculation", as follows:

2. Opening and overage amount calculation

<1> For j=1, 2, 3, …, DAYS, the total unit adjustment amount for each day is calculated that was increased/decreased in processing 1.

$$s0(d) = \sum_{i} n0(i,d), \quad s1(d) = \sum_{I} n1(i,d) \qquad i=0, 1, 2, 3,$$

..., CM_SIZE

<2> For i=0, 1, 2, 3, ..., CM_SIZE and j=1, 2, 3, ..., DAYS, values are determined in accordance with the following conditions i) and ii):

i) When there is a slot overage (s1(d)-s0(d)> 0):

Ns(i)= Ns(i) - n1(i,d) * (s0(d)/s1(d))

n0(i,j)= 0

n2(i,d)= n2(i,d) + n1(i,d) * (s0(d)/s1(d))

ii) When there is a slot opening (s0(d) ~~-s1(d)≦ 0)~~ s1(d)≦ 0):

Ns(i)= Ns(d) - n1(i,d)

n0(i,d)= ~~s0(d)~~ (s0(d) - s1(d)) * n1(i,d)/s1(d)

n2(i,d)= n2(i,d) + n1(i,d)

Please amend the paragraph on page 77, lines 10 through 22, beginning, "2. For ..., CM_SIZE and d=1, 2, 3, ..., DAYS:", as follows:

2. For i=0, 1, 2,..., CM_SIZE and d=1, 2, 3, ..., DAYS:

i) When day d is disallowed for advertisement i:

n1(i,d)= 0

ii) For cases other than i) where another day has a disallowance specification:

$$n1(i,d) = n0(i,d) + n0(i,d) * \sum_{j \in T1} n0(i,j) / \sum_{j \in T2} n0(i,j)$$

T1: Time band set with target specifications for advertisement i

T2: Time band set with no target specification for advertisement i

iii) For cases other than i) and ii):

n1(i,d) = 0(i,d)

Please amend the paragraph on page 81, lines 25 through 31, beginning, "1. Calculation of initially allocated number of reproductions...", as follows:

1. Calculation of initially allocated number of reproductions for the advertisement

n0(i,t) = A(i,d) × B(i,d) × ~~B(i,d)~~C(i,t) × N(i)

A(i,d): Disallowance date coefficient

B(i,d): Target date coefficient

C(i,t): Disallowance time band coefficient

N(i): Remaining number of distributions

Please amend the paragraph on page 132, lines 11 through 19, beginning, "55. The information distribution method of any one of...", as follows:

55. The information distribution method of any one of claims 51 to ~~55~~54, comprising the steps of:

storing a category classification for each advertisement,

finely dividing the category classification of all of the advertisements desired to be distributed during the time period into classifiable minimum categories, and

assigning the stored increase or decrease specifications to the corresponding minimum unit categories and storing the specifications again.